

Years ago, I would watch a football game on the television with my father and I would look forward to half-time to hear how the other teams are doing. Today, I watch the Staples half-time report sponsored by Miller Genuine Draft with statistics brought to you by Avis-Rent-a-Car. Going to a game is going to another corporate entity; I cannot wait until I go to the Levitra stadium. We are saturated with advertisements at every turn, but for the most part we choose to put ourselves in situations where we will be exposed to advertising. Not at home. Do not allow telemarketers to call our homes unless you want tonight's dinner to be brought to you by AT&T, tomorrow's by Verizon, the next day's by Optimum Online, the following by...